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.; nbc news/wsj questionnaire #4004--edited kc 3/3/90; CH 3/7

.....  
Hart-Teeter Interviewer: 1003 Respondents  
1724 Connecticut Avenue, NW City/Town: March 10-13, 1990 \_  
Washington, DC 20009 County: \_ \_  
(202) 234-5570

\_ 49 -1 Male | \_  
\_ 51 -2 Female |  
\_ 4 \_

Study #4004  
NBC News/WSJ \_Area\_ Sample Point \_ Date \_  
National Survey  
March 1990 March \_ 1990  
\_ 5 - 6 - 7 8 - 9 10 \_

.....|.....|.....|<  
Hello, my name is \_ and I'm calling from Hart Research  
for NBC News and \_The Wall Street Journal\_. We're conducting a confidential  
poll of public opinion across the country. Of the people living in your  
household who are at least 18 years old, including those who are not home  
right now, can you tell me who had the most recent birthday? (IF PERSON  
DOESN'T KNOW ALL THE BIRTHDAYS, SAY:) Well, of the ones you do know, who  
had the last birthday? May I speak to that person please? (IF PERSON WITH  
MOST RECENT BIRTHDAY IS NOT HOME, FIND OUT WHEN HE/SHE WILL RETURN AND MAKE  
AN APPOINTMENT TO CALL BACK.)

(IF RESPONDENT INDICATES THAT HE/SHE IS THE ONE WITH THE MOST RECENT  
BIRTHDAY SAY:) Here is my first question. (PROCEED IMMEDIATELY TO  
QUESTION #1--DO NOT PAUSE.)

(IF RESPONDENT INDICATES THAT HE/SHE IS NOT THE ONE TO HAVE THE MOST RECENT  
BIRTHDAY, ASK TO SPEAK TO THE PERSON WHO DID. AFTER RESPONDENT COMES TO  
THE PHONE, SAY:)

...>.....|.....|<  
Hello, my name is \_ and I'm calling from Hart  
Research for NBC News and \_The Wall Street Journal\_. We're conducting  
a confidential poll of public opinion across the country. Are you at  
least 18 years old and the person with the most recent birthday of  
all the adults living in this household? (IF YES, SAY:) Here is my  
first question. (PROCEED IMMEDIATELY TO QUESTION #1--DO NOT PAUSE.)

.....>.....|.....\$.  
1. Are you currently registered to vote in the precinct or election  
district where you now live, or haven't you had a chance to register  
yet?

Yes.....\_ 100 \_-1 CONTINUE (11)

-----  
No.....\_ - \_-2 TERMINATE AND DO NOT  
Not sure.....\_ - \_-3 COUNT TOWARD QUOTA

2. All in all, do you think things in the nation are generally headed in  
the right direction, or do you feel that things are off on the wrong  
track?

.....>.....|.....\$.  
Right direction..\_ 44 \_-1 (15) \_ 49 \_ -41 \_ -42 \_  
\_ 1/90 \_ 11/89 \_ 9/89 \_

Wrong track..... 31 -2      -29 - -35 - -34 -  
Mixed (VOL)..... 20 -3      -17 - -19 - -19 -  
Not sure..... 5 -4      -5 - -5 - -5 -

.....>.....|.....\$.....\$.....\$.....\$.....

3. In general, do you approve or disapprove of the job George Bush is doing as president?

Approve..... 69 -1 (16) -1/90 -11/89 -9/89 -  
Disapprove..... 19 -2      -19 - -22 - -17 -  
Not sure..... 12 -3      -10 - -11 - -16 -

4a. Do you generally approve or disapprove of the job George Bush is doing in handling the economy?

Approve..... 53 -1 (17) -1/90 -11/89 -9/89 -  
Disapprove..... 35 -2      -31 - -33 - -24 -  
Not sure..... 12 -3      -15 - -15 - -15 -

4b. In general, do you approve or disapprove of the job George Bush is doing in handling our foreign affairs?

Approve..... 67 -1 (18) -1/90 -11/89 -9/89 -  
Disapprove..... 22 -2      -21 - -27 - -26 -  
Not sure..... 11 -3      -10 - -14 - -16 -

.....>.....|.....|.....|<

5. I'm going to read you the names of several people who are active in politics. I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name of the person, please just say so. (READ EACH NAME AND REPEAT CHOICES. START FROM BOTTOM NAME ON EVERY OTHER INTERVIEW.)

.....>.....\$.....\$.....\$.....\$.....\$.....\$.....

Don't Know

Very Somewhat Somewhat Very Name/Not  
\_Positive\_Positive\_Neutral\_Negative\_Negative\_Sure\_

George Bush..... 32 -1 37 -2 15 -3 10 -4 5 -5 1 -6 (19)  
November 1989 -24 -1 38 -2 17 -3 11 -4 8 -5 2 -6  
Dan Quayle..... 7 -1 21 -2 28 -3 17 -4 19 -5 8 -6 (20)  
November 1989 -7 -1 22 -2 26 -3 17 -4 21 -5 7 -6  
Jesse Jackson..... 15 -1 28 -2 24 -3 14 -4 15 -5 4 -6 (21)  
November 1989 -15 -1 30 -2 23 -3 16 -4 13 -5 3 -6

Richard Nixon..... 7 -1 19 -2 22 -3 20 -4 29 -5 3 -6 (22)  
Jimmy Carter..... 14 -1 31 -2 25 -3 17 -4 12 -5 1 -6 (23)  
Gerald Ford..... 9 -1 35 -2 35 -3 10 -4 6 -5 5 -6 (24)  
Ronald Reagan..... 21 -1 26 -2 16 -3 14 -4 22 -5 1 -6 (25)  
November 1989 -19 -1 28 -2 17 -3 13 -4 21 -5 2 -6

6. Looking ahead to the election for U.S. Congress in 1990, do you plan to vote for the Republican candidate or the Democratic candidate in your district?

.....>.....\$.....\$.....\$.....\$.....

-1/90 -11/89 -9/89 -

Vote for the Republican candidate\_ 25 -1 (26) 26 - 27 - 29 -  
 Vote for the Democratic candidate\_ 34 -2 - 31 - 32 - 32 -  
 Depends (VOL)..... 29 -3 - 33 - 28 - 24 -  
 Neither (VOL)..... 2 -4 - 2 - 1 - 1 -  
 Not sure..... 10 -5 - 8 - 12 - 14 -

.....>.....|.....|.....|<  
 7a. Over the \_past year\_, do you think the national economy has gotten  
 better, gotten worse, or stayed about the same?

.....>.....\$.....\$.....\$.....\$.....  
 1/90 11/89 9/89  
 Better..... 13 -1 (27) 12 - 15 - 18 -  
 Worse..... 37 -2 - 29 - 34 - 23 -  
 About the same..... 48 -3 - 57 - 49 - 57 -  
 Not sure..... 2 -4 - 2 - 2 - 2 -

.....>.....|.....|.....|<  
 7b. During the \_next year\_, do you think the national economy will get  
 better, get worse, or stay about the same?

.....>.....\$.....\$.....\$.....\$.....  
 1/90 11/89 9/89  
 Get better..... 21 -1 (28) 22 - 21 - 25 -  
 Get worse..... 30 -2 - 28 - 33 - 23 -  
 Stay about the same... 44 -3 - 44 - 39 - 43 -  
 Not sure..... 5 -4 - 6 - 7 - 9 -

7c. During the next year, do you think your family will be financially  
 better off than it is today, worse off, or about the same?

.....>.....\$.....\$.....\$.....|<  
 1/90 11/89 9/89  
 Better off..... 27 -1 (29) 30 - 31 - 34 -  
 Worse off..... 16 -2 - 9 - 14 - 13 -  
 About the same... 55 -3 - 59 - 53 - 51 -  
 Not sure..... 2 -4 - 2 - 2 - 2 -

7d. Do you think there will or will not be an economic recession during  
 the next twelve months?

.....>.....\$.....\$...../.....  
 1/90  
 Will be an economic recession.... 30 -1 (30) 31 -  
 Will not be an economic recession\_ 56 -2 - 56 -  
 Not sure..... 14 -3 - 13 -

8a. I'd like to read you a list of economic issues. As of right now, which one do you feel is the most important issue facing the country? (READ LIST SLOWLY. READ FROM BOTTOM ON EVERY OTHER SURVEY. ACCEPT ONLY ONE ANSWER AND RECORD BELOW UNDER 8a.)

.....>.....\$.....\$.....\$.....\$.....\$.....\$.....

	8a. Most Important			8b. Second Most Important		
		1/90	9/89		1/90	9/89

Inflation.....	13	-1	(31)	12	12		17	-1	(32)	16	14
Unemployment.....	20	-2		23	23		18	-2		16	15
Interest rates.....	5	-3		4	4		7	-3		7	
The federal budget deficit	30	-4		29	32		18	-4		20	19
Federal taxes.....	7	-5		7	8		12	-5		11	13
The U.S. trade deficit....	17	-6		18	15		17	-6		20	22
				Not sure	3	-7		3		4	
All equally important (VOL).....	6	-7	SKIP	5	4						
None is important (VOL)....	1	-8	TO							8	6
Not sure.....	1	-9	Q.9a.	2	2						

.....>.....|.....<

8b. And which of these is the second most important? (READ REMAINING CHOICES AND RECORD ABOVE UNDER 8b.) (ASK EVERYONE.)

.....>.....|.....<

9a. Thinking about your personal financial situation in the past three months, have you found it to be a period in which you have been cutting down on purchases and other spending, have you been increasing your purchases and other spending during the past three months, or has there been little change over the past three months?

.....>.....|.....\$.....\$.....<

	1/90	*
Cutting down.....	45	-1 (33)
Increasing.....	13	-2
Little change.....	42	-3
Not sure/refused....	-	-4

.....>.....|.....<

9b. Thinking about your personal financial situation in the past three months, have you found it to be a period in which you have been cutting down on savings and other investments, have you been increasing your savings and other investments during the past three months, or has there been little change over the past three months?

.....>.....|.....\$.....\$.....<

	1/90	*
Cutting down.....	25	-1 (34)
Increasing.....	20	-2
Little change.....	54	-3
Not sure/refused....	1	-4

.....>.....|.....<

\* In January, these questions read "in the past year."

.....>.....|.....|.....|<

10. I'd like to ask you about some recent news events. For each one, please tell me if you have been following the news coverage of this story very closely, somewhat closely, or not that closely. (READ EACH ITEM AND REPEAT CHOICES. \_START FROM BOTTOM ON EVERY OTHER INTERVIEW\_)

.....>.....\$.....\$.....\$.....\$.....

Not  
Very Somewhat That Not  
\_Closely\_ \_Closely\_ \_Closely\_ \_Sure\_

The release of Nelson Mandela from prison  
and the political changes in South Africa...\_ 36 \_-1 \_ 40 \_-2 \_ 24 \_-3 \_ - \_-4 (35)

The divorce dispute between Donald and  
Ivana ("ee-VAH-nah") Trump.....\_ 8 \_-1 \_ 16 \_-2 \_ 75 \_-3 \_ 1 \_-4 (36)

The recent election in Nicaragua and the  
political changes happening there.....\_ 31 \_-1 \_ 44 \_-2 \_ 25 \_-3 \_ - \_-4 (37)

Talk about reunification between East  
Germany and West Germany.....\_ 43 \_-1 \_ 39 \_-2 \_ 18 \_-3 \_ - \_-4 (38)

The delay of spring training for major league  
baseball because of the dispute between  
the players and owners.....\_ 18 \_-1 \_ 19 \_-2 \_ 62 \_-3 \_ 1 \_-4 (39)

11a. Do you think the most important foreign policy problems for the United States over the next few years will be dealing with the threat of war or economic competition?

.....\$.....|<

The threat of war..... 8 -1 (40)  
 Economic competition..... 87 -2  
 Both (VOL)..... 3 -3  
 Not sure..... 2 -4

.....>.....\$.....<

11b. Which do you think is a greater threat to the United States' future security--the threat of communist expansion or foreign economic competition?

The threat of communist expansion..... 6 -1 (41)  
 Foreign economic competition..... 85 -2  
 Both equally (VOL)..... 3 -3  
 Neither (VOL)..... 3 -4  
 Not sure..... 3 -5

11c. Do you think the Cold War between the United States and the Soviet Union is still going on, or is it mostly over?

.....>.....\$.....\$.....\$.....\$.....<

Cold War still going on..... 41 -1 (42) Still going on 12/89 11/89  
 Cold War mostly over..... 51 -2 Mostly over 40 46  
 Not sure..... 8 -3 Depends (VOL) 7 NA  
 Not sure 7 8

.....>.....|.....|.....<

12. Let me read you a list of some countries around the world. For each, please tell me whether you think that country is a strong ally and friend of the United States, a basically friendly nation, a neutral country which is neither an ally nor an enemy of the U.S., or an enemy of the United States. (READ EACH ITEM ON LIST AND REPEAT CHOICES. START FROM BOTTOM ON EVERY OTHER INTERVIEW.)

.....>.....\$.....\$.....\$.....\$.....\$.....<

Neutral/  
 Strong Ally/ Basically Friendly Neither  
 Ally/ Friendly Ally Nor Not  
 Friend Nation Enemy Enemy Sure

Great Britain... 66 -1 19 -2 11 -3 1 -4 3 -5 (43)  
 Egypt..... 11 -1 24 -2 44 -3 5 -4 16 -5 (44)  
 China..... 4 -1 16 -2 50 -3 21 -4 9 -5 (45)  
 Japan..... 18 -1 30 -2 33 -3 14 -4 5 -5 (46)  
 The Soviet Union 4 -1 18 -2 44 -3 26 -4 8 -5 (47)  
 West Germany.... 29 -1 31 -2 28 -3 4 -4 8 -5 (48)  
 Israel..... 22 -1 23 -2 30 -3 13 -4 12 -5 (49)

.....>.....|.....\$.....<

13a. Recently, there has been a lot of discussion about East Germany and West Germany reunifying. In general, do you think the idea of the two Germanies becoming one nation again is a good idea or a bad idea?

Good idea.....\_ 72 \_-1 (50)  
Bad idea.....\_ 12 \_-2 ASK Q.13b.  
Some of both (VOL).....\_ 5 \_-3  
-----  
Not sure.....\_ 11 \_-4 SKIP TO Q.14a.

13b. Why do you feel this would be a good idea/bad idea? (PROBE:) Anything else?

.....>.....\$.....|.....\$.....

_ Good Idea	79%_	_ Bad Idea	20%_
It is only right; they belong together: they are all Germans; it is about time they reunited	22	Every time they are together they start a war	5
		They will become too strong	3
Good for economic reasons; their economy will improve	15	Bad idea for economic reasons; West Germany can't withstand the financial burden	3
It was inevitable; there was no reason for them to be apart; they were one nation once	11	They are too nationalistic; they discriminate	2
Good for the German people, a morale-builder for them	9	Don't trust them; together they spell trouble; they haven't changed	2
Families will be reunited	8		
-----		Don't know; no response	4%



14a. Currently, the United States has about 300,000 troops in Europe. President Bush has proposed that both the United States and the Soviet Union reduce their troops to just under 200,000. Others in Congress favor reducing troops to 100,000. What is your preference--keeping troops at 300,000, reducing troops to 200,000, or reducing American forces to 100,000?

.....>.....\$.<

Staying at 300,000.....\_ 16 \_-1 (72)  
 Reducing to 200,000.....\_ 38 \_-2  
 Reducing to 100,000.....\_ 37 \_-3  
 Increase troops (VOL)....\_ 1 \_-4  
 Remove all troops (VOL)....\_ 2 \_-5  
 Not sure.....\_ 6 \_-6

.:a

14b. Do you think that over the next several years the goal of the United States should be to remove almost all its troops from Europe, or do you think it will be important that we always maintain at least some troops there?

.....>.....\$.....

U.S. should remove almost all its troops.\_ 18 \_-1 (73)  
 U.S. should always maintain some troops..\_ 76 \_-2  
 U.S. Should increase troops (VOL).....\_ - \_-3  
 Depends (VOL).....\_ 4 \_-4  
 Not sure.....\_ 2 \_-5

15a. Regardless of whether you think the reunification of Germany is a good idea or a bad idea, is this something that concerns you a lot, concerns you some, or concerns you very little?

.....>.....\$.<

A lot.....\_ 22 \_-1 (74)  
 Some.....\_ 43 \_-2  
 Very little.....\_ 34 \_-3  
 Not sure.....\_ 1 \_-4

.....>.....|......\$.<

15b. Which would concern you more about a united Germany--its military strength or its economic strength?

Military strength...\_ 33 \_-1 (75)  
 Economic strength...\_ 51 \_-2  
 Both equally (VOL)\_ 8 \_-3  
 Neither (VOL).....\_ 5 \_-4  
 Not sure.....\_ 3 \_-5

.....>.....\$.....

15c. Do you think the United States should or should not demand any conditions before agreeing to a reunification of Germany--or don't you think we have any right to demand conditions?

The United States should demand conditions....\_ 45 \_-1 (76)  
 The United States should not demand conditions\_ 15 \_-2  
 The United States does not have any right

to demand conditions.....\_ 32 \_-3  
Not sure.....\_ 8 \_-4

.....>.....|.....|.....|.....<

16. Here are a few conditions some Americans have suggested should be in place before they would allow East and West Germany to reunite. For each, please tell me whether you would favor or oppose this condition. (READ EACH ITEM ON LIST AND REPEAT CHOICES. \_START FROM BOTTOM ON EVERY OTHER INTERVIEW\_)

.....>.....\$.....\$.....\$.....<  
Not  
\_Favor\_ \_Oppose\_ \_Sure\_

Have them limit the size of their army.....\_ 66 \_-1 \_ 27 \_-2 \_ 7 \_-3 (77)  
Have them agree not to keep nuclear weapons\_ 74 \_-1 \_ 21 \_-2 \_ 5 \_-3 (78)  
Have them sign a pact to remain part of  
NATO and an ally of the United States.....\_ 75 \_-1 \_ 17 \_-2 \_ 8 \_-3 (79)  
Have them remain a part of the European  
Economic Community.....\_ 78 \_-1 \_ 13 \_-2 \_ 9 \_-3 (80)  
Have them disarm.....\_ 34 \_-1 \_ 58 \_-2 \_ 8 \_-3 (81)

.....>.....\$.....\$.....\$.....<

17. If there is a reunification between East and West Germany, do you think there would or would not be a serious risk of Germany becoming a military aggressor?

Would be.....\_ 33 \_-1 Not sure.....\_ 14 \_-3 (82)  
Would not be\_ 53 \_-2

.....>.....\$.....\$.....\$.....<

18. Do you think the United States should or should not provide substantial economic assistance to Nicaragua to help rebuild its economy?

.....>.....\$.....<

Should provide substantial assistance.....\_ 44 \_-1 (83)

Should not provide substantial assistance.\_ 43 \_-2

Not sure.....\_ 13 \_-3

.....>.....|.....|.....<

19. I'd like to read you several possible reasons for the results of the recent Nicaraguan election. For each reason, please tell me whether you think it was extremely important, fairly important, only somewhat important, or not important. (READ EACH ITEM AND REPEAT CHOICES.)

.....>.....\$.....\$.....\$.....\$.....\$.....<

Only

Extremely Fairly Somewhat Not Not  
\_Important\_Important\_Important\_Important\_ Sure\_

The desire for a change in government

on the part of the Nicaraguan people\_ 61 \_-1 \_ 19 \_-2 \_ 12 \_-3 \_ 3 \_-4 \_ 5 \_-5 (84)

The actions and policies of leaders

of other Central American countries.\_ 28 \_-1 \_ 27 \_-2 \_ 26 \_-3 \_ 8 \_-4 \_ 11 \_-5 (85)

The U.S. policy of funding the

contras.....\_ 23 \_-1 \_ 22 \_-2 \_ 25 \_-3 \_ 20 \_-4 \_ 10 \_-5 (86)

.....>.....\$.....<

20. Currently, 47% of all United States foreign aid goes to five countries, including Israel, Egypt, and the Philippines. Recently, it has been suggested that we take 5% of the money going to these five countries and use it to help emerging democracies in Eastern Europe and Panama. Would you approve or disapprove of this plan?

Approve.....\_ 63 \_-1 (87)

Disapprove.....\_ 24 \_-2

Disapprove of all foreign aid (VOL)\_ 4 \_-3

Depends on what other two

countries are (VOL).....\_ 5 \_-4

Not sure.....\_ 4 \_-5

\*\*\*\*\*

\* Please see note below Q.28.

Now, I'd like to switch subjects and ask you a few questions about cable television.

.....>.....<

21. Do you have cable or pay TV in your home at the present time?

Yes.....\_ 54 \_-1 CONTINUE (88)

-----

No.....\_ 46 \_-2 SKIP

Not sure.....\_ - \_-3 TO Q.28.

.....>.....|.....|.....|<

22. I'd like you to rate your feelings toward each of the following types of companies as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know a particular organization, please just say so. (READ EACH NAME AND REPEAT CHOICES. \_START FROM BOTTOM NAME ON EVERY OTHER INTERVIEW\_.)

.....\$.....\$.....\$.....\$.....\$.....\$.....|<  
 Don't Know  
 Very Somewhat Somewhat Very Name/Not  
 \_Positive \_Positive \_Neutral \_Negative \_Negative \_Sure\_

Major broadcast networks  
 like ABC, CBS, and NBC... \_ 37 \_-1 \_ 39 \_-2 \_ 11 \_-3 \_ 7 \_-4 \_ 3 \_-5 \_ 3 \_-6 (89)

Local television  
 stations in your area... \_ 33 \_-1 \_ 44 \_-2 \_ 13 \_-3 \_ 5 \_-4 \_ 2 \_-5 \_ 3 \_-6 (90)

The local cable company  
 that provides cable  
 television to homes  
 in your area..... \_ 23 \_-1 \_ 39 \_-2 \_ 19 \_-3 \_ 10 \_-4 \_ 8 \_-5 \_ 1 \_-6 (91)

.....>.....|.....|.....<  
 23. I'd like to mention a few services and products people buy, and ask you to think about how much you get in return for your money. When it comes to (READ ITEM), would you say (it is/they are) a good buy, an average buy, or a bad buy? (REPEAT QUESTION FOR EACH ITEM. \_START FROM BOTTOM ON EVERY OTHER INTERVIEW\_.)

.....>.....\$.....\$.....\$.....\$.....|.....<  
 Good Average Bad Not  
 \_Buy\_ \_Buy\_ \_Buy\_ \_Sure\_

Newspapers..... \_ 56 \_-1 \_ 35 \_-2 \_ 8 \_-3 \_ 1 \_-4 (92)  
 Cable television..... \_ 41 \_-1 \_ 45 \_-2 \_ 13 \_-3 \_ 1 \_-4 (93)  
 Local telephone service... \_ 60 \_-1 \_ 32 \_-2 \_ 8 \_-3 \_ - \_-4 (94)  
 Automobile insurance..... \_ 26 \_-1 \_ 28 \_-2 \_ 42 \_-3 \_ 4 \_-4 (95)  
 Movie video rentals..... \_ 46 \_-1 \_ 31 \_-2 \_ 6 \_-3 \_ 17 \_-4 (96)  
 HBO, Showtime, and other  
 premium channels..... \_ 23 \_-1 \_ 30 \_-2 \_ 28 \_-3 \_ 19 \_-4 (97)

.....>.....\$.....\$.....\$.....\$.....|.....<  
 24. Now, think about what television viewing was like before you received cable in your home. Compared to that time, how much would you say cable has affected your enjoyment of television--has it increased your enjoyment of television a great deal, quite a bit, just some, or not very much?

A great deal..... \_ 34 \_-1 (98)  
 Quite a bit..... \_ 29 \_-2  
 Just some..... \_ 26 \_-3  
 Not very much..... \_ 10 \_-4  
 Not at all (VOL) \_ 1 \_-5  
 Not sure..... \_ - \_-6

.....>.....|.....|.....<

25. I'd like to get your opinion on some specific aspects of your local cable company. (FOR EACH OF THE ITEMS LISTED BELOW, ASK:) When it comes to (READ ITEM), would you say that you are satisfied or dissatisfied with your local cable company? (\_START FROM BOTTOM ON EVERY OTHER INTERVIEW\_.)

.....>.....\$.....\$.....\$.....\$.....<

Some Of  
Dissatis- Both Not  
\_Satisfied\_ \_fied\_ \_ (VOL)\_ \_Sure\_

Being professional and  
well-run.....\_ 72 \_-1 \_ 19 \_-2 \_ 8 \_-3 \_ 1 \_-4 (99)  
Dealing with disruptions  
or other problems in  
transmission.....\_ 66 \_-1 \_ 28 \_-2 \_ 5 \_-3 \_ 1 \_-4 (100)  
Responding to customers'  
phone calls and letters\_ 61 \_-1 \_ 23 \_-2 \_ 6 \_-3 \_ 10 \_-4 (101)  
Having fair and  
reasonable prices.....\_ 55 \_-1 \_ 37 \_-2 \_ 6 \_-3 \_ 2 \_-4 (102)

.....>.....|.....|.....<

26. Let me read you several changes people have suggested for how cable television is run. For each, please tell me whether you would favor or oppose this idea. (READ EACH ITEM AND REPEAT CHOICES. \_START FROM BOTTOM ON EVERY OTHER INTERVIEW\_.)

.....>.....\$.....\$.....\$.....<

Not  
\_Favor\_ \_Oppose\_ \_Sure\_

Placing government regulations on  
cable TV rates.....\_ 47 \_-1 \_ 47 \_-2 \_ 6 \_-3 (103)  
Allowing local governments to require cable  
companies to carry certain channels.....\_ 38 \_-1 \_ 55 \_-2 \_ 7 \_-3 (104)  
Limiting the number of cable TV systems any one  
cable company could own.....\_ 48 \_-1 \_ 43 \_-2 \_ 9 \_-3 (105)  
Placing government regulations on the content of  
programs on cable TV.....\_ 31 \_-1 \_ 64 \_-2 \_ 5 \_-3 (106)  
Preventing cable television companies from  
owning both local cable systems and cable  
channels like HBO and CNN.....\_ 40 \_-1 \_ 47 \_-2 \_ 13 \_-3 (107)

.....>.....|.....|.....<

27. Some baseball, football, and other sporting events that used to be on network TV have been moving over to cable TV. Do you think this is a good thing, a bad thing, or doesn't it matter to you much?

A good thing.....\_ 18 \_-1 (108)  
A bad thing.....\_ 32 \_-2  
Doesn't matter much..\_ 49 \_-3  
Not sure.....\_ 1 \_-4

(ASK EVERYONE.)

.....>.....\$.<

28. When you watch television, do you use a remote-control device to change channels? (IF "YES," ASK:) And when you watch, do you tend to watch entire programs, or do you tend to switch around to see what is on other stations?

\_ YES, HAVE REMOTE CONTROL DEVICE

\_ Tend to watch entire shows..... 39 -1 (109)

\_ Tend to switch around..... 25 -2

\_ Depends/some of both (VOL)..... 10 -3

\_ NO, DO NOT HAVE REMOTE CONTROL DEVICE\_\_ 25 -4

\_ NOT SURE\_..... 1 -5

\* Please note there is an embargo on release of cable questions  
(Q.21-28) until 6:30 a.m., Monday, March 19, 1990.

\*\*\*\*\*

And getting toward the end of our survey:

29a. In the divorce dispute between Donald and Ivana Trump, who do you side with--Donald or Ivana?

.....>.....\$.<

Donald..... 10 -1 (110)

Ivana..... 23 -2

\_ Neither (VOL)..... 49 -3

\_ Not sure..... 18 -4

29b. And in the dispute between the major league baseball owners and the players, who do you side with--the owners or the players?

The owners..... 23 -1 (111)

The players..... 25 -2

\_ Neither (VOL)..... 34 -3

\_ Not sure..... 18 -4

.....>.....|.....|.....|<

\_FACTUALS : Now I am going to ask you a few questions for statistical purposes only.

.....>.....|.....\$.<

F1. Did you happen to vote in the 1988 presidential election? (IF "YES," ASK:) For whom did you vote--George Bush or Michael Dukakis?

Didn't vote..... 6 -1 (112)

George Bush..... 51 -2

Michael Dukakis..... 33 -3

\_ Other candidate (VOL)..... 1 -4

\_ Too young (VOL)..... 1 -5

\_ Not sure..... 8 -6

F2. Generally speaking, do you think of yourself as a Democrat, a Republican, an Independent, or something else?

(IF "DEMOCRAT" OR "REPUBLICAN," ASK:) Would you call yourself a strong Democrat/Republican or a not very strong Democrat/Republican? (IF "NOT SURE," CODE AS "NOT STRONG DEMOCRAT/REPUBLICAN.")

(IF "INDEPENDENT," ASK:) Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly Independent? (IF "NOT SURE," CODE AS "STRICTLY INDEPENDENT.")

.....\$.....|<

Strong Democrat.....\_ 19 \_-1 (113)  
Not strong Democrat.....\_ 13 \_-2

Independent/Lean Democrat..\_ 9 \_-3  
Strictly Independent.....\_ 21 \_-4  
Independent/Lean Republican\_ 8 \_-5

Not strong Republican.....\_ 11 \_-6  
Strong Republican.....\_ 14 \_-7

Other.....\_ 3 \_-8  
Refused.....\_ 1 \_-9  
Don't know/nothing.....\_ 1 \_-0

.....\$.....|<

F3. In politics today, do you generally consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, very conservative, or haven't you thought much about it?

Very liberal.....\_ 8 \_-1 (114)  
Somewhat liberal.....\_ 19 \_-2  
Moderate.....\_ 31 \_-3  
Somewhat conservative.....\_ 22 \_-4  
Very conservative.....\_ 9 \_-5  
No thoughts.....\_ 10 \_-6  
Not sure.....\_ 1 \_-7

F4. What is the last grade you completed in school?

Grade school.....\_ 2 \_-1 (115)  
Less than high school graduate.....\_ 9 \_-2  
High school graduate.....\_ 29 \_-3  
Some college, no degree.....\_ 15 \_-4  
Vocational training, 2-year college.....\_ 11 \_-5  
4-year college/Bachelor's degree.....\_ 19 \_-6  
Some postgraduate work, no degree.....\_ 4 \_-7  
2-3 years postgraduate work, Master's degree\_ 9 \_-8  
Doctoral degree/law degree.....\_ 2 \_-9  
Not sure/refused.....\_ - \_-0



F5. How old are you? (IF REFUSED, ASK:) Well, can you tell me which age group you belong to? Are you in the age group 18 to 24, 25 to 29, 30 to 34, 35 to 39, 40 to 44, 45 to 49, 50 to 54, 55 to 59, 60 to 64, or 65 and over?

.....\$......|<

18-24.....	_ 8	_1 (116)
25-29.....	_ 10	_2
30-34.....	_ 12	_3
35-39.....	_ 12	_4
40-44.....	_ 11	_5
45-49.....	_ 7	_6
50-54.....	_ 7	_7
55-59.....	_ 7	_8
60-64.....	_ 7	_9
65 and over.....	_ 18	_0
Not sure/refused...	_ 1	_A

F6. What type of work do you do? (WRITE JOB DESCRIPTION IN SPACE BELOW.)

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—

Professional/manager...\_ 17 \_-1 (117)

Blue collar worker..... 20 -3

Student..... 2 -5

Retired..... 18 -7-

Never worked/not sure..\_ 1 \_-9

F7a. Have you, or has any member of your household served in the U.S. Armed Services, including the reserves or the National Guard?

Yes, household member served 27 -2 Q.F7b.

Not sure..... 1 -4 Q.F8.

F7b. When did you/they serve?

1941-1945 (World War II)..... 13 -2

1950-1952 (the Korean Conflict) 4 -4

1966-1975 (the Vietnam War).... 12 -6

Not sure..... 2 -8

F8. Are you, or is any member of your household, a member of a labor union?

Labor union household.. 6 -2

Not sure..... 2 -4

.....>.....|.....|.....|.....<.....

F9. From what ethnic group or nationality do most of your ancestors come from? (IF MIXED, ASK:) What do you consider your \_main\_ ethnic group or nationality?

.....\$.....\$.....  
England/Scotland/Wales\_ 23 \_-1 Mexico/Latin America/  
Ireland.....\_ 13 \_-2 other Hispanic.....\_ 6 \_-7 (121)  
Italy.....\_ 5 \_-3 Africa.....\_ 9 \_-8  
Russia/Poland/Slavic.....\_ 5 \_-4 Asia.....\_ 2 \_-9  
Germany.....\_ 17 \_-5 All other.....\_ 9 \_-0  
Scandinavia.....\_ 3 \_-6 None.....\_ 2 \_-A  
Not sure/refused.....\_ 6 \_-B

F10. What is your marital status--are you single and never married, married, separated, divorced, or widowed?

.....\$.....\$.....|<  
Single.....\_ 20 \_-1 Divorced.....\_ 6 \_-4 (122)  
Married.....\_ 64 \_-2 Widowed.....\_ 9 \_-5  
Separated.....\_ 1 \_-3 Not sure/refused\_ - \_-6

.....\$.....|<

F11. What religion were you brought up in?

Protestant.....\_ 42 \_-1 (123)  
Catholic.....\_ 30 \_-2  
Jewish.....\_ 2 \_-3  
Other.....\_ 20 \_-4  
None.....\_ 4 \_-5  
Not sure/refused...\_ 2 \_-6

.....>.....\$.....\$.....|<  
F12. Are you white, black, Hispanic, Asian, or something else?

White.....\_ 82 \_-1 Asian.....\_ 1 \_-4 (124)  
Black.....\_ 11 \_-2 Other.....\_ 1 \_-5  
Hispanic.....\_ 4 \_-3 Not sure/refused\_ 1 \_-6

F13. If you added together the yearly income of all the members of your family who were living at home last year, would the total be less than \$10,000, between \$10,000 and \$20,000, between \$20,000 and \$30,000, between \$30,000 and \$40,000, between \$40,000 and \$50,000, between \$50,000 and \$75,000, or would the total be more than that?

.....>.....\$.....\$.....|<

Less than \$10,000.....\_ 6 \_-1 (125)  
Between \$10,000 and \$20,000\_ 16 \_-2  
Between \$20,000 and \$30,000\_ 19 \_-3  
Between \$30,000 and \$40,000\_ 15 \_-4  
Between \$40,000 and \$50,000\_ 13 \_-5  
Between \$50,000 and \$75,000\_ 9 \_-6  
More than \$75,000.....\_ 8 \_-7  
Not sure/refused.....\_ 14 \_-8

.....>.....|.....|.....|<

F14. (ASK EVERYONE.) This survey is being conducted as part of continuing coverage of national issues by NBC News and The Wall Street Journal. A few reporters assigned to this story will be calling back a selected number of participants to get additional insights. Would you have any objection to being contacted?

.....>.....\$.....\$.....|<

Do not object.....\_ 84 \_-1 (126)  
Object--do not call.....\_ 16 \_-2

May we please have your name and the town in which you live for validation purposes?

\_RESPONDENT'S NAME:\_

\_Mr. Mrs. Ms. Miss \_  
(circle one)

TOWN:\_

\_ RECORD THE FOLLOWING--DO NOT ASK! \_

TELEPHONE NUMBER: \_ / \_  
(Area Code)

\_Length of Interview\_

.....>.....\$.....\$.....

10 minutes or less...\_ 2 \_-1 16 to 20 minutes.....\_ 43 \_-3 (127)  
11 to 15 minutes.....\_ 19 \_-2 21 to 25 minutes.....\_ 21 \_-4  
26 minutes or more...\_ 15 \_-5

Interview began: \_ : \_ a.m. p.m.\_ Interview ended: \_ : \_ a.m. p.m.\_  
(circle) (circle)

- THIS IS A BONA FIDE INTERVIEW AND HAS BEEN OBTAINED  
- ACCORDING TO MY AGREEMENT WITH HART RESEARCH ASSOCIATES -

Interviewer's Name (PLEASE SIGN):

-  
Validated By: \_ \_ Date: \_ \_ -